configured to, with the at least one processor, cause the apparatus to: prior to receiving the unique value, determine a first algorithm and send information associated with the first algorithm to the user equipment.

46. The apparatus according to claim **44**, wherein the first algorithm comprises a hash function.

47. The apparatus according to claim **44**, wherein the second algorithm comprises an encryption function.

48. The apparatus according to claim **44**, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: prior to calculating the certificate, determine a grade of the sensed data.

49. The apparatus according to claim **44**, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: calculate the certificate using the second algorithm based upon the unique value and at least one of the grade of the sensed data and a timestamp associated with the sensed data.

50. The apparatus according to claim **44**, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: prior to receiving the unique value and the sensed data, define a data format.

51. An apparatus, comprising:

at least one processor; and

at least one memory including a computer program code, wherein the at least one memory and the computer program code are configured to, with the at least one processor, cause the apparatus to:

receive at least a pseudonym and a certificate via a secure channel from a user equipment;

calculate a unique value using a first algorithm based upon the pseudonym;

calculate at least one reference value based at least in part on the unique value using a second algorithm;

compare the at least one reference value with the received certificate; and

if the at least one reference value matches the received certificate, confirm validity of the received certificate so that the user equipment may obtain a reward associated with sensed data;

wherein the apparatus is internal or external to a server.

52. The apparatus according to claim **51**, wherein the first algorithm comprises a hash function determined by the server.

53. The apparatus according to claim **51**, wherein the second algorithm comprises an encryption function determined by the server.

54. The apparatus according to claim **51**, the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus to: calculate a reference value based upon the unique value and at least one of a timestamp associated with the sensed data and one of a plurality of data grades, the plurality of data grades being predefined by the server.

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